

Conformity Analysis of Commercial Space Utilization as The Tourism-Supporting Activities: A Case Study at Sosrowijayan, Yogyakarta

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Abstract- Yogyakarta city is known for its tourist attraction as it also becomes the second tourism destination in Indonesia. One of the tourism development centre in Yogyakarta is Sosrowijayan Tourist Village. Sosrowijayan became a tourist attraction in Yogyakarta City, especially Malioboro and there are also many other accommodation and tourism-supporting activities found in Sosrowijayan roadside. The development of accommodation and tourism-supporting activities in Sosrowijayan led to a change in the utilization of space which was originally a settlement turned into commercial breakouts. This research aims to study the utilization of commercial space in Sosrowijayan as tourism-supporting activities and to understand the conformity of space utilization based on the perception of tourists. This study uses descriptive quantitative approach. Obtained data will be processed qualitatively by using quantitative descriptive analysis techniques, spatial analysis (overlay) and using qualitative variation index (IVK). The results of the analysis showed a comprehensive depiction of the commercial space utilization in Sosrowijayan and found that out of 14 indicators, there are 6 indicators that are met: strategic location, distance from city centre, travel time, accommodation, facilities and incurred costs with the final percentage of 43%. That means Sosrowijayan has not yet been functioned as a tourism-supporting area in Yogyakarta City.

Keywords- *Conformity, Space Utilization, Commercial Activities, Tourism-Supportings*

I. INTRODUCTION

City is a non-agrarian spatial structure in a limited urban land area and serves as a centre of economic, social, cultural and governance activities (Sadyohutomo, 2009). As time goes by the city develops as a result of increased population growth, socioeconomic and cultural change. Physically the development of a city can be characterized by the increasingly dense land and complete urban facilities that support social and economic activities. In addition, the development of a city occurs because of the growth centres in the surrounding area.

Tourism is one of the catalysts that causes a city to grow. The impact of tourism on the city development is that it can accelerate economic growth, job creation, higher income, increase living standards and accelerate economic development (Suharso, 2009). Tourism is also one of the industries that is increasingly considered the fastest growth in the world (Ma, Hong, & Zhang, 2015). This led to the growth of tourism business in order to accommodate and support tourism needs (Pertiwi, 2013). According to Karyono in Suharso (2009), tourism is an activity undertaken by individuals or groups using the facilities, services and supporting factors provided by the government, private and local communities. This causes tourism to become one of the priority sectors in many developing countries (Mulyana, 2010). Tourism development could bring a positive and negative impact (Rivera, Croes, & Lee, 2016). The positive impact of tourism is on the social and economic enhancement of local communities (Damayanti, Scott, & Ruhanen, 2017). Whereas, the negative impacts of space utilization shifts are the emergence of new spaces for tourism activities (Boavida-Portugal, Rocha, & Ferreira, 2016).

One of the tourism development centres in Indonesia is located at Yogyakarta City (Utami & Haryanto, 2012). Yogyakarta city is part of the Yogyakarta Special Region which widely known for its cultural and educational centre and therefore become the second tourism destination in Indonesia. Yogyakarta city is not only visited by local tourists but also many foreign ones who seem to be attracted by distinctive culture lies within. Therefore, tourism is one of the potential sectors for Yogyakarta Special Region (Utami & Haryanto, 2012). One of the tourism areas in Yogyakarta that is experiencing rapid development is Sosrowijayan Area.

The Sosrowijayan area is strategically located near the centre of Yogyakarta City, close to Malioboro shopping mall and some other tourist attractions that make Sosrowijayan Area one of the tourism-supporting areas in town. Sosrowijayan area initially has the function of settlement but as time goes by it transforms into the centre of commercial activities. Residential area which shifted into the

commercial zone is a particularly frequent event that is supported by high market demand (Dinda Anditya Puteri & Haryanto, 2018). Commercial activity is a form of trading that includes retail trade activities and local scale services, regional scale shopping centres and entertainment areas, located not always in the downtown perimeter but have an enormous impact on the city's economic activity (Murti & Wijaya, 2013). The development of commercial activities in the Sosrowijayan Region cannot be separated from the history of Yogyakarta and the growth of commercial activity which starts from Kraton area, Malioboro Street to surrounding area such as Sosrowijayan (Haryanto, Soetomo, & Buchori, 2016). Also, Sosrowijayan developments occurred due to the high demand for certain goods and services needed to support the main activities of tourism. Commercial activities found in the Sosrowijayan are accommodation or lodging, food and beverage business, grocery store, bookstore and other tourism support such as vehicle rental, tours and travel, money changer and others related to tourism as it can be seen in Figure I.1.



Source: Field Observation and Google Streetview, 2018

FIGURE 1.1
COMMERCIAL ACTIVITIES IN SOSROWIJAYAN

Based on the background and description above, the purpose of this research is to study the commercial space utilization as tourism-supporting activities and its conformity based on the perception of tourists. The research question is: **"Does the Functionality of Sosrowijayan Commercial Zone Already Suitable for Tourism-Supporting Activities, and Why?"**

II. RESEARCH METHOD AND DATA

This study uses quantitative approaches. According to Sugiyono (2012), quantitative approaches are based on theories and are used to examine specific populations or samples, data collection using research instruments, quantitative/statistical data analysis with the purpose of testing the hypotheses set. Then, in the research process, the researchers are looking for facts related to the commercial space utilization as tourism-supporting activities. The variables to be used in this research are the utilization of commercial space (type of space utilization, number of available buildings, building functions, building density, commercial forms, commercial types, total commercial activities, distribution and commercial activity pattern), carrying capacity of the area, and commercial criteria as tourism-supporting activities (accessibility, amenities/infrastructure, and attractiveness). The sampling method used to collect data and information needed is purposive sampling, accidental sampling and proportionate stratified sampling.

The initial stage is purposive sampling to determine the sample of each identified population according to the purpose of commercial activity in Sosrowijayan. Furthermore, in determining the sample to be used is calculated using the Slovin formula Sugiyono (2012) as follows:

$$n = \frac{N}{Nd^2 + 1}$$

Description:

n: Total Sample

N: Total Commercial Activity Population

d: Degree of Significance with 10% accuracy and 90% confidence level

Based on Slovin formula with confidence level of 90% and error tolerance limit of 10%, from total population of 154 commercial activity, the sample size has been obtained equal to 60,6 which is rounded to 61 samples which will set to be the total respondent needed, followed by the Probability Sampling technique with proportionate stratified sampling. Sampling distributions will be provided as follows:

Tabel II. 1
Sampling Distributions

No.	Commercial Types	Amount	Sample
1.	Hotel	16	6
2.	Inns	53	21
3.	Homestay	14	6
4.	Cafe	7	3
5.	Restaurants	12	5
6.	Travel Agents dan Vehicle Rentals	7	3
7.	Money Changer	2	1
8.	Stalls	35	14
9.	Salon/ Spa/ Massage	4	2
10.	Laundry	4	2
TOTAL		154	61

Source: Research Analysis, 2018

Furthermore, the number of tourists available in Sosrowijayan Area is not the same between weekdays, weekends or holidays. Therefore, an accidental sampling technique is needed with the respondents of whoever tourist presents or be available at that time. Then, after obtaining data regarding the commercial space utilization, it will be processed using quantitative descriptive analysis techniques in the form of figures, diagrams, tables and supporting explanations. Whereas, for data related to commercial criteria as tourism-supporting activities will be processed using qualitative variation index (IVK).

Qualitative variance index analysis (IVK) is used to determine the conformity level of commercial space utilization of each variable indicator obtained from the tourists' questionnaire. Then, the questionnaire data is measured by the value of each variable mode. The mode is the most frequent value derived from the perceptions of tourists because in the qualitative variation index (IVK) it should consider the number of variations observed significantly in a value distribution of the maximum variation that can occur in the distribution (Healey, 2012).

$$IVK = \frac{k [(\sum fi)^2 - \sum fi^2]}{(\sum fi)^2(k-1)}$$

Description:

fi: classified frequency of "i"

k: total classification

After obtaining the IVK value from those three criteria, follow up calculation needs to be made to understand conformity percentage of the commercial space as tourism-supporting activities. According to Jones in Hariz (2013), the checklist method aims to assist researchers in using knowledge about predetermined requirements to be relevant in similar situations. This method is also used to assess the fulfillment of indicators of suitability of the spatial utilization function based on criteria and variables fulfilled. Conformity percentage can be calculated using the following formula:

$$\% \text{ Conformity Levels} = \frac{\text{Fulfilled Indicators} \times 100\%}{\text{Total Indicators}}$$

Then, after obtaining the conformity level, it will be categorized as follows:

- If all of the variable indicators are met, then Sosrowijayan is in line with its commercial function as a tourism-supporting activity.
- If the percentage of conformity level more than or equal to 50% of fulfilled indicators, then Sosrowijayan is sufficiently suited to its commercial function as a tourism-supporting activity.
- If the percentage of conformity level is less than 50% of fulfilled indicators, then Sosrowijayan has not yet functioned as a commercial tourism-supporting activity.

III. RESULT AND ANALYSIS

3.1 Analysis of Commercial Space Utilization in Sosrowijayan

3.1.1 General Identification of Spatial Utilization in Sosrowijayan

Sosrowijayan area was formerly known as Pasar Kembang [Flower Markets] which is a profound place of prostitution in Yogyakarta City. However, as the term goes on it has begun to fade. According to the Yogyakarta City Regulation No 1 year 2015 on the Detailed Spatial Plan of Yogyakarta 2015 – 2035, Sosrowijayan which is part of Sosromenduran Village is entered into Sub BWP B block B1 with the function as an important strategic area as well as its peer, Malioboro. Malioboro is a region which is planned to be developed

as a cultural heritage zone, trade and services centre that implies a cultural image. As Sosrowijayan regrouped with the Malioboro Zone, a commonplace for tourist to shop over, the development of commercial activities in the area has been increased simultaneously so that the space utilization has also been shifted from settlement areas into commercial ones to meet the existing demand.

3.1.2 Identification of Existing and Planned Land Use in Sosrowijayan

The identification of land use plan and existing land suitability is useful to determine whether the existing land use is in line with government guidelines.



Source: Yogyakarta Regional Planning and Development Council, 2018

Figure IV. 1
Land Use Planning Map of Sosrowijayan



Source: Research Analysis, 2018

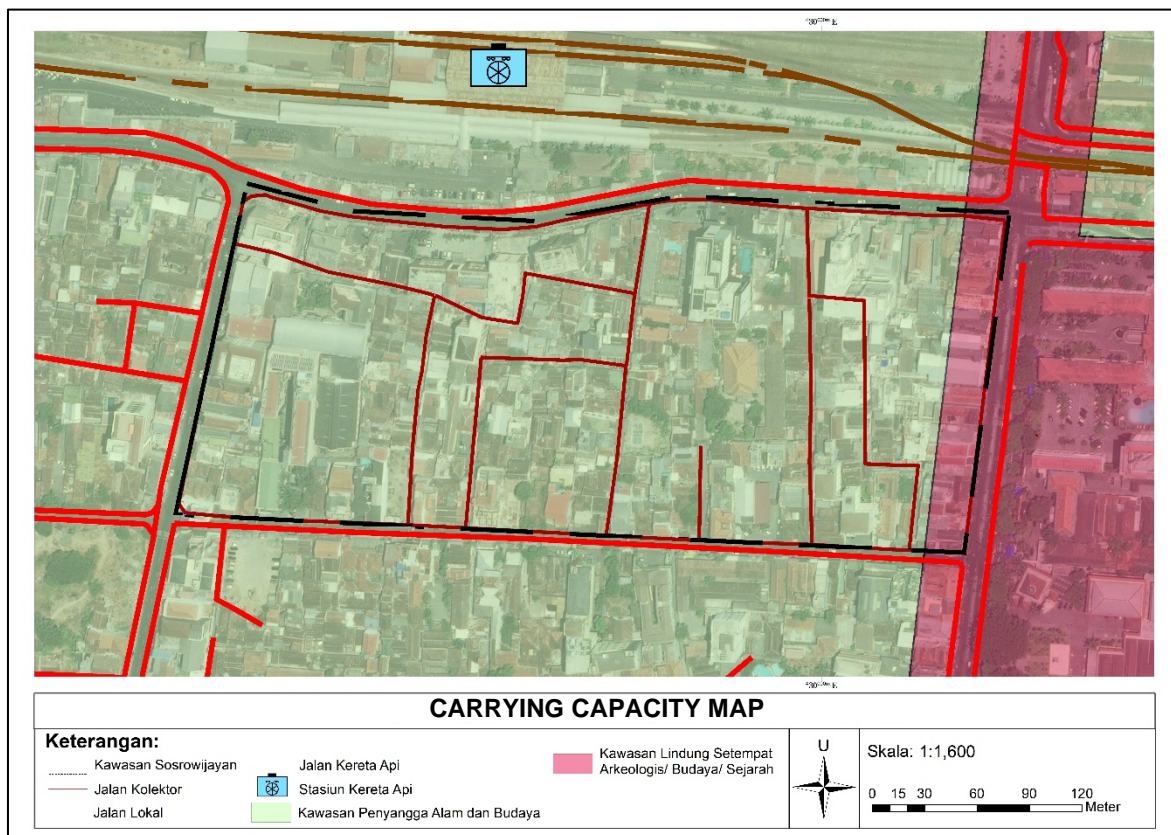
Figure III. 2

Existing Land Use Map of Sosrowijayan

As shown on the existing land use map above, most are in accordance with the land use plan of trade and service area which has been previously specified by the government. However, there is a different land use plan with the existing ones in Sosrowijayan which there is a domination of pure residential use located in RW 3 or Sosrowijayan Kulon. This is because prostitution took charge of this area so there are not many commercial activities available.

3.1.3 Carrying Capacity Analysis of Sosrowijayan

Carrying capacity analysis is derived from the scoring of certain variables such as rainfall, the slope of land and soil type. These three variables have scores, the number of scores will reflect the ability of space. After the variables were obtained, the analysis will be done using spatial analysis or overlay.



Source: Research Analysis, 2018

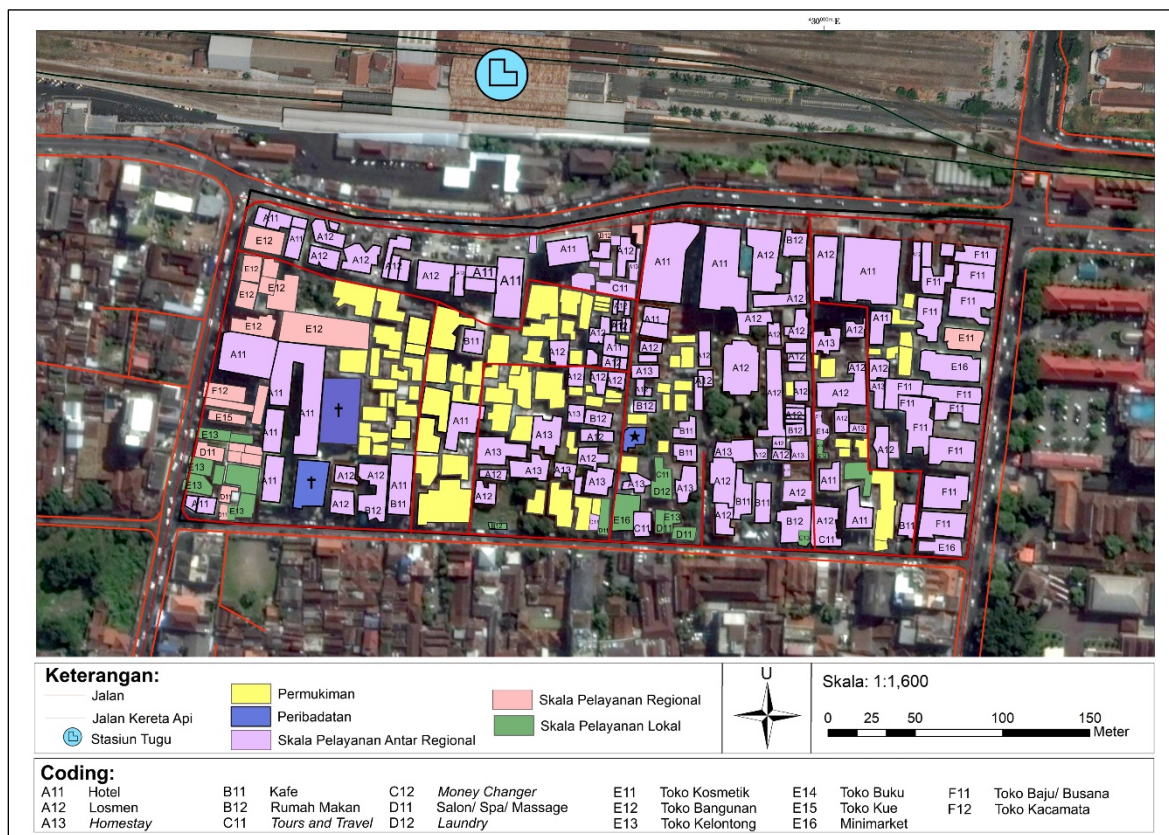
Figure IV. 3

Carrying Capacity Map of Sosrowijayan

The Sosrowijayan area is dominated by natural and cultural buffer areas and some of the local areas are the protected archaeological/cultural/historical sites located on Malioboro shopping centre. This is done to protect the nation's cultural richness because Malioboro is a historical heritage, a form of high cultural value building, and has the high benefits that can be useful for the development of science. Then, if seen on the carrying capacity map, Sosrowijayan has no vulnerability to landslides and natural disasters. With that, the Sosrowijayan area is just suitable for trading and service activities.

3.1.4 Analysis of Commercial Pattern and Scale of Services in Sosrowijayan

Analysis of this commercial activity pattern is aimed to know the pattern of commercial activity in Sosrowijayan and to reveal its distribution within the perimeter. Existing data indicate that the distribution of commercial activities shaped by a pattern of specialized areas, commercial activities with certain commodities that are interconnected. The pattern of specialized areas is a pattern of unplanned economic activity arises because of the same interest. The specialized area pattern requires complex architecture, strong integration and requires good accessibility as this pattern attracts consumers from outside the region. Sosrowijayan area has the integration that is moving as a tourist accommodation in the form of lodging, food and beverage business and other supporting tourism services. Commercial activity in the area appears unplanned as the development of Malioboro shopping centre and other Yogyakarta tourism spots. Then with the scale of commercial activity service, the range of service will be revealed as later belongs into local, regional, or inter-regional scale.



Source: Research Analysis, 2018

Figure IV. 4
Commercial Service Scale Map of Sosrowijayan

Commercial activity in this area is dominated by inter-regional scale services. That is because the commercial activities can serve overseas. Goods traded at this inter-regional service scale are accommodation or lodging services as well as fashion stores whose customers are not only the people of Yogyakarta City but also foreign parties. With tourists as their customer target, Sosrowijayan becomes increasingly dense and crowded because of many customers passing by. Then for the regional service scale of goods traded in the form of building materials and supplies, cake shop, optical shop and also a cosmetics store. Most of these commercial activities have customers who are not only domiciled in Sosrowijayan but also from the outer region.

3.1.5 Analysis of Space Utilization Characteristics in Sosrowijayan

After conducting several analyzes related to the commercial space activities, the characteristics can be seen in Table 3.1 as follows:

Table 3.1 Space Utilization Characteristics

Commercial Characteristics	Space Utilization	Tourism Effects
The types of commercial activities in Sosrowijayan include lodging, restaurants, tour travel, laundry, fashion store and so on with 24 hours of daily operation. Ownership of 71% commercial activities is mostly personal property and the building which is used as a place of business is 64% personal property and 31% lease/contract. In addition, many businessmen who set up businesses here mainly because of it close to the city centre, many tourist attractions, or it has been long established there.	Some of the building functions in Sosrowijayan have a commercial function, but there are several buildings with mixed functions. The mix functions include homestay, grocery store, laundry. Before the establishment of the commercial activities, Sosrowijayan was dominated by buildings with residential functionalities.	Tourism activities have an impact on the emergence of the commercial centre in Sosrowijayan. Business owners then saw the chance of developing business activities as many tourists came through, backed by tourists as its customer target. In addition, commercial activity in Sosrowijayan Region has been established for more than 10 years, it is known that the commercial activities in the Regions began in 1970.

Source: Research Analysis, 2018

3.2 Conformity Analysis of Commercial Space as Tourism-Supporting Activities based on Tourists Perception

Conformity analysis of commercial space as tourism-supporting activities will be analyzed based on the questionnaire results. The questionnaire consists of 14 questions used for the analysis of each suitability criteria. Then data obtained from the questionnaire will be processed using qualitative variation index (IVK) to measure conformity variable of commercial space as tourism-supporting activities in Sosrowijayan.

3.2.1 Characteristic Analysis of Accessibility in Sosrowijayan

Accessibility is an important factor that must exist to support tourists in order to enhance tourism activities. Evaluation indicators on accessibility are seen from accessibility characteristics of strategic location, transportation, road condition, distance from city centre and travel time as follows:

Table 3.2 Conformity Indicators of Accessibility

Indicators		Frequencies	Modes	IVK < 0,5	Indicator Fulfillments
Strategic Location	Not Accessible	2	Accessible	0,5	Fulfilled
	Quite Accessible	5			
	Accessible	27			
Total Respondents		34			
Distance from City Center	Far	0	Very Close	0,5	Fulfilled
	Averagely Close	8			
	Very Close	26			
Total Respondents		34			
Travel Time	2 – 3 Hours	0	< 1 Hour	0,4	Fulfilled
	1 – 2 Hours	6			
	< 1 Hour	28			
Total Respondents		34			
Transportation	Bad	3	Good	0,9	Not Fulfilled
	Averagely Good	14			
	Good	17			
Total Respondents		34			
Road Condition	Bad	1	Averagely Good	0,7	Not Fulfilled
	Averagely Good	21			
	Good	12			
Total Respondents		34			

Source: Research Analysis, 2018

Based on the results of the questionnaire on 34 respondents using accessibility criteria, there are three indicators suitable to measure the conformity level of commercial space utilization as tourism-supporting activities, amongst them are a strategic location, distance from city centre and travel time.

3.2.2 Characteristic Analysis of Amenities in Sosrowijayan

In tourism, amenity is an important thing. Amongst them is accommodation, food and beverage business, infrastructure and tourist information. Accommodation is a part of an industry which means a component of the tour itself, accommodation can be a place or room where people or visitors or tourists can rest or stay to sleep, bathe, eat and drink and enjoy the available services and entertainment. Adequate facilities and infrastructures are needed to support tourism activities in accommodating tourists' mobility. Whereas, tourism information needs to be provided to support tourism activities so it is necessary to create as much information as possible.

Table 3.3 Conformity Indicators of Amenities

Indicators		Frequencies	Modes	IVK < 0,5	Indicator Fulfillments
Accommodations	Bad	0	Good	0,5	Fulfilled
	Average	8			
	Good	26			
Total Respondents		34			
Restaurants	Bad	0	Good	0,7	Not Fulfilled
	Average	15			
	Good	19			
Total Respondents		34			
Facilities	Bad	1	Average	0.5	Fulfilled

Indicators		Frequencies	Modes	IVK < 0,5	Indicator Fulfillments
	Average	27			
	Good	6			
Total Respondents		34			
Infrastructure	Bad	0	Average	0,6	Not Fulfilled
	Average	24			
	Good	10			
Total Respondents		34			
Tourism Information	Less Informative	2	Quite Informative	0,7	Not Fulfilled
	Quite Informative	22			
	Highly Informative	10			
Total Respondents		34			

Source: Research Analysis, 2018

Based on the results of the questionnaire on 34 respondents using amenity criteria, there are two indicators suitable to measure the conformity level of commercial space utilization as tourism-supporting activities, amongst them are accommodation and facilities.

3.2.3 Characteristic Analysis of Tourist Attractions

Comfortability is one of the most important indicators for commercial as the tourism-supporting activities. Convenient surrounding will trigger a comfortable sense in using the facility and doing particular activities. In addition, comfortability can also increase the aesthetic value of a region. A clean tourism area will provide a sense of comfort for visitors and make the aesthetic value of a region remains high. In addition, hygiene is also one of the health aspects for visitors which should be prioritized. Based on observation results, there are no scattering piles of trash around the perimeter. Affordability of prices affects the number of coming tourists as the affordable costs will attract more tourists to come over. Price compatibility with whatever is offered by a place affects its promotional campaigns.

Table 3.4 Conformity Indicators of Tourism Attractions

Indicators		Frequencies	Modes	IVK < 0,5	Indicator Fulfillments
Public Security	Not Safe	2	Averagely Safe	0,7	Not Fulfilled
	Averagely Safe	23			
	Already Safe	9			
Total Respondents		34			
Comfortability	Unpleasant	2	Quite Comfortable	0,8	Not Fulfilled
	Quite Comfortable	21			
	Already Comfortable	11			
Total Respondents		34			
Hygiene and Sanitary	Polluted	3	Already Clean	0,8	Not Fulfilled
	Quite Clean	12			
	Already Clean	19			
Total Respondents		34			
Incurred Costs	Less Affordable	0	Affordable	0,4	Fulfilled
	Affordable	28			
	Highly Affordable	6			
Total Respondents		34			

Source: Research Analysis, 2018

Based on the results of the questionnaire on 34 respondents using tourism attraction criteria, only the incurred cost indicators are suitable to measure the conformity level of commercial space utilization as tourism-supporting activities.

3.3 Formulation Factors Level of Conformity of Commercial Space Utilization as Tourism-Supporting Activities

Based on the three characteristic of commercial space utilization with 14 indicators, there are six factors that can be used in calculating its conformity level. These indicators include the strategic location, distance from the city centre, travel time, accommodation, facilities and incurred costs. Here the calculation as follows:

$$\begin{aligned}
 \% \text{ Conformity Levels} &= \frac{\text{Fulfilled Indicators}}{\text{Total Indicators}} \times 100\% \\
 &= \frac{6}{14} \times 100\%
 \end{aligned}$$

= 43%

From the calculation above, the result showed a conformity scale of 43%. This suggests that Sosrowijayan is not yet functionally suitable as a tourism-supporting area.

3.4 Research Findings

After doing some analysis related to the commercial space utilization as tourism-supporting activities, a particular set of facts and findings were obtained. Here as follows:

1. Sosrowijayan commercial space serves as tourism-supporting activities. Commercial activities found in the Sosrowijayan are accommodation or lodging, food and beverage business, grocery store, bookstore and other tourism support such as vehicle rental, tours and travel, money changer and others. In addition to general commercial businesses, there are other undefined commercial activities called prostitution located in RW 3 or widely-known as the "third alley".
2. The building functions of Sosrowijayan is highly dominated by commercial activities, ownership status is either own or personal. Then, reasons for establishing the venture are dominated by tourism effects of Malioboro, or merely as their side business. Furthermore, as it seen from the shape of the buildings, it indicates that many commercial activities there violate the building permits of residential. Though it's has been functioned otherwise.
3. Sosrowijayan area is located in a very strategic location so that the price of land in the area is high and available buildings are not sold but rented out.
4. There are eight indicators that are not met for the calculation of the suitability level of commercial space utilization function as supporting tourism in Sosrowijayan area. The eight indicators are road, transportation, restaurant or restaurant, infrastructure, tourist information, security, comfort and hygiene area.

IV. CONCLUSION

Sosrowijayan is located in Sosromenduran, Gedongtengen, Yogyakarta. Based on the Detailed Spatial Plan of Yogyakarta 2015-2035, Sosrowijayan has its main function as trade and services zone. Overall, the Sosrowijayan land usage is already in line with the government's plans. Looking at the zonal development wise, Sosrowijayan has a specialized area pattern where commercial activities with certain commodities are interconnected as tourism-supporting activities. The service scale available in Sosrowijayan is dominated by regional scale. This is because almost all commercial activities are reachable by tourists coming from outside the Sosrowijayan and even dominated by foreign tourists. Most of the commercial activities have the function of space as a place of business along with the status of private properties, also, the commercial bustles are preceded by residential functions. Many businessmen who set up businesses here mainly because of it close to the city centre, many tourist attractions, or it has been long established there. Rapid tourism development in Yogyakarta as well as placing Sosrowijayan as one of the tourism centres has been attracting many tourists to come around so that the initial use for residential later being shifted into commercial to meet the needs of tourists.

Furthermore, from the different indicators of each criterion, the result is that out of fourteen (14) indicators there are only six (6) indicators that are fulfilled and have IVK smaller than 0.5 ie strategic location, distance from city centre, travel time, accommodation, facilities and incurred costs. From these six indicators, the conformity level result is 43% suggesting that Sosrowijayan is not yet functionally suitable as a tourism-supporting area because the level of conformity is less than 50% of the fulfilled variables. It's because the infrastructure condition of accessibilities and amenities are still averagely good, slightly below the expected standard of tourists, so that improvements should be targeted in a long run to elevate the local tourism services.

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